



## **Ideas for Local Promotions—Community Tool Kit**

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On December 8, 2005, all indoor public spaces and all places of employment in Washington, including restaurants and bars, will be smoke-free. This is one of the healthiest actions in our state's history. Here are a few ideas for promoting the expanded Clean Indoor Air Act:

- Help local restaurants or bars promote going smoke-free. Provide local businesses with “No Smoking” signage and window stickers, available through the clearinghouse. Some businesses may even decide to go smoke-free before December 8, 2005. Help them inform your local media.
- Tag on to New Year's Eve activities. Many clubs or bars have special New Year's events and they may allow you to hand out quit tips or information regarding the “Stick it to Kick it” promotion, which includes free nicotine replacement therapy for 18-29 year olds through January 30, 2005. Contact your contract manager for more information and materials.
- Help collect ashtrays and match books from restaurants and bars. Work with a local artist to create a tobacco prevention or cessation art piece.
- Place an ad in your local paper or Chamber of Commerce newsletter or send out Public Service Announcements (PSAs) to your local radio stations announcing the effective date of the new law.
- Remind businesses who are going smoke-free that customers support the new law. Distribute “Thank You for Being Smoke-Free” stickers to staff, community members etc. to stick on restaurant or bar bills in appreciation of the new smoke-free atmosphere. Stickers are available through the clearinghouse.
- Develop support materials such as stickers, buttons, hats, T-shirts, etc. to distribute to businesses for their employees to wear during the first few weeks of implementation of the new law.

Here are a handful of taglines from other states that you can suggest to local businesses should they decide to actively promote their new smoke-free status:

- A toast to your health
- Breathe stronger, dance longer
- Light up a room, not a cigarette
- Smoke-free, is music to my lungs
- Enjoy the bar without the tar